

Soundbranding Elements

01

Audio Logo

The first sound brand element that you could implement is the audio logo.

An audio logo is also variably described as acoustic logo, sonic logo, sound logo or audible brand.

This acoustic sound element is characterized through its short length, its memorability and distinction and is a collection of sounds or melodic elements. It can either be solely instrumental, or contain verbal elements which are sung or spoken. The audio logo can be seen as being the key element of your sound brand. It is the audio version of your visual logo. An example for an audio logo would be the sound that you hear when opening Netflix or when turning on your Mac.

02

Jingle

I guess, the jingle is one of the sound elements that most of us know and encounter in our everyday life.

A jingle is a melodic piece that is often also accompanied by verbal expression.

The words are mostly presented with a singing voice and convey the company's key brand message or marketing slogan.

Once the company is well known, the jingle is often used without the verbal expression as it isn't necessarily needed anymore.

An example for a memorable Jingle is for instance McDonald's „I'm lovin' it“.

03

Brand Song

The brand song or corporate song is probably the most straight forward and also a great option to distinguish your creative business from your competitors.

This can either be an already created instrumental or known song, which fits your branding and conveys the mood or emotion that you are going for.

Or you could go with a more unique and personalized option and have your brand song exclusively composed in accordance with both, your visual and your sound brand.

04

Soundscape

Another opportunity to use sound elements for your branding is to use a so-called soundscape. With the term, a sound or combination of sounds is described which enable to create an immersive and atmospheric environment from which the sounds arise.

These sounds can be used as a musical element which play in the background of your website or even at an art gallery in thereby supporting the message of the exhibition.

[Find Out More](#)

Excellent Choice!

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Sound Branding 101



What you need to know about sound branding and why you should implement it in your (creative) business

What do Coca Cola, PlayStation and McDonalds have in common? I bet that you have vivid images in your head and a clear sound in your ears. (You didn't really have to think anything, right?) Right? Next to the brand logos, all these companies have a very strong and recognizable sound branding.

While visual branding has been the talk of the town for quite awhile, sound branding is not so known yet. However, it should be closely tied to your visual brand and should be treated with the same amount of care. With a unique sound branding you complete the overall branding for your company or creative business. The sound is an add-on to your visual brand, which commonly encompasses your logo, a colour palette, specific shapes or patterns and a custom font.

So, what exactly is sound branding?

Sound branding, also known as audio branding, acoustic branding or sonic branding, is the process in which specific acoustic elements for brands or exclusively acoustic brand elements are developed and created. Sound branding is used in order to create unique, clearly recognizable, distinct and memorable sounds that evoke a certain emotion or create a specific mood. It is there to distinguish you from your competitors and to undermine your visual brand and your corporate identity.

The corporate identity of a company consists of the corporate design - the way your company presents itself, the corporate behaviour - the way your company behaves and the corporate culture - the culture which your company chooses as itself, your cultural identity so to say, your corporate wording - a specific way in which you express yourself and address your audience. Your sound brand adds to this by also creating a unique corporate sound for your company.

Who should have a unique sound branding?

Well, I guess the answer is already hidden in the question. Every company, every creative should have her or his very own and unique sound brand. It is not only beneficial for larger companies but should be part of your corporate identity from the start - similarly to your brand logo, color palette etc.

How long can my sound branding be?

Your sound branding can be very short, only 3 seconds long, medium length 3-7 seconds long or a longer musical piece with more than 7 seconds. Your sound branding can be a combination of acoustic sounds and verbal expression or only consist of either of them. With your brand you want to portray or spark a certain mood or evoke a specific emotion. These two properties are inherent to music and will aid you in achieving this.

When and where can I use my sound brand?

Before you choose your unique sound brand you should decide if you want to play your sound mainly in the background or if you would like to use it as a centerpiece.

You can use your sound brand as an intro for your videos or your podcast, playing in the background while you give a product demonstration or as a jingle when someone calls your creative business etc. The possibilities are endless and yours to choose!

Sound Branding 101



UX/UI Sound

Last but not least, I would like to mention using custom sound branding elements for both your user experience (UX) and user interaction (UI) sounds. With UX/UI sounds, you create a positive and audible experience for your clients and support the conceptual framework you have developed. UX/UI sounds can therefore be used in Human Machine Interface applications in both digital or physical products. The sounds help to provide information, indicate help or send alarm signals. UX/UI sounds are for instance classified in notification sounds (like for incoming messages, warning signals etc.) or interaction sounds (like form clickable buttons etc.).

Where to find unique, premium and versatile sounds for your brand?

Interested in finding a unique sound brand for yourself? Look no further, it is my aim to provide you with unique and versatile instrumentals and sounds. Head on over to this [link](#) and browse through my sound library. I'm sure you will find something that fits you and your brand perfectly! All the instrumentals you find, can be shortened and thereby customized exactly to your specific needs as well.

When choosing the perfect sound for your brand, take your time, listen closely to the sounds. To start off, think about the mood or emotion you want to convey and what messages your brand should or already conveys.

You can't find the perfect sound for your brand just yet or would prefer a custom-made sound logo instead? Don't hesitate to contact me and we can find a premium and one-of-a-kind sound solution for you!

Get in touch!

If you are interested in having your very own set of sound branding elements created I would love to help you make your dreams come true and customize a sound brand for your creative business.

Let me help you create a unique and premium sound branding package just for you.

Feel free to just write me a mail and we can discuss the details!